APPENDIX I.

[Vide Answer to Starred Question No. 186, on page 573.]

STATEMENT I.

Action taken by the Government of Madras on the recommendations of the Delegation to East Asian Countries for exploring markets for handloom cloth.

Recommendation of the Delegation.	Action taken.
1 Production centres of exportable varieties may be established for fabrics other than lungies in the State.	Under consideration.
2 A consultative body, comprising of members of Madras State Handloom Weavers' Co-operative Society, State Handloom Industry and Trade Associations and Department of Handlooms be established to go into the major problems and to evolve ways and means of producing goods which can complete strongly with similar products of other foreign countries in the markets of East Asian Countries and to follow up the marketing of those products successfully.	The Government have decided that there is no need at present for setting up the consultative body.
3 A sanforizing plant for exportable varieties of cloth may be established at Madras.	The Government sanctioned in March 1962, financial assistance to the Madras State Handloom Weavers' Co-operative Society for installing an EVASET Processing Plant in its yarn and cloth Processing Centre at Erode which will secure for handloom cloth results similar to those under sanforization treatment.

STATEMENT I—*cont.*

Recommendations of the Delegation.	Action taken.
4 A latest screen-printing plant may be established.	Under consideration.
5 A garment manufacturing unit may be established in Madras to cater to the demands of places like Hong Kong, Singapore, etc.	The Government sanctioned financial assistance in December 1961 to the Madras State Handloom Weavers' Co-operative Society for setting up a Ready-made Garment Manufacturing unit at Madras. In the Third Five Year Plan programme, it is proposed to sanction financial assistance to the State Society for setting up 3 more factories one in each of the years 1962-63, 1963-64 and 1964-65.
6 A list of dependable producers and exporters of handloom fabrics may be compiled for being supplied to our Embassies, Consulates and Commissions for distribution among importers in various countries.	Under consideration.

STATEMENT II.

Decisions of the Government of India on the recommendations of the Delegation to East Asian Countries for exploring markets for handloom cloth on which action on the part of Government of India and the All-India Handloom Board was required.

Recommendations of the Delegation.	Decisions of Government of India.
1 Another important suggestion made by the people of South East Asia is the establishment of an Export organisation in Madras which could avoid several complaints as regards specifications, quality, contravention of terms of trade, etc. **We would urge the early establishment of such an Export Organisation where the Government, the Co-operative and Independent sectors of the handloom trade could be participants.**	**Not accepted.**

2 Every Chamber and Trade Organisation insisted on quality marking for all handloom fabrics except Palayakat Sarongs which are of standard qualities. They desired that quality-marking or printing trade-names should not be done directly on the cloth as it is a practice among consumers in South East Asia to use the fabric unwashed.	Accepted. The All-India Handloom Board has been asked to take further action in this direction.
3 The overseas branches of the Cotton Textiles Export Promotion Council of India, are doing a useful job in promoting sales of Indian Mill Textiles in overseas countries through their show-rooms and their Overseas Enquiry Service. A similar organisation for handloom fabrics should also be organised.	Not accepted. The existing organisations which have sales depots overseas will look after this work.
4 The General complaint we received from all the countries is that our propaganda and publicity for our handloom fabrics in overseas countries is almost next to nothing. They said that a good portion of the publicity funds available in India should be diverted towards publicity in overseas countries. Press-publicity, out-door publicity like exhibition of hoardings, cinema-slides, film shorts, fashion shows and parades, participation in National Exhibitions—these are some of the methods of publicity suggested. All-India Handloom Fabrics Marketing Society should be persuaded to improve their depots immediately as all the damage done to handlooms is due to their bad location, poor display and ineffective salesmanship.	Accepted.
5 In Hong Kong a depot be established by first selecting a local Indian of outstanding ability in consultation with the Indian Mission there.	Suggestion to open a depot at Hong Kong not accepted. However the suggestion that an outstanding Indian in Hong Kong should canvass orders for Indian Handloom Fabrics has been accepted

STATEMENT II—*cont.*

Recommendation of the Delegation.	Decisions of Government of India.
6 The question of reducing prices of handloom cloth exported should be considered. The Government of India be persuaded to subsidise export of handlooms in addition to the incentives granted at present, in order to make the price of handlooms competitive.	Not accepted.
7 Chambers of Commerce and Trade Representatives made certain suggestions. They urged the direct shipping opportunities from Madras to Ports like Bang-Kok, Saigon and Hong Kong.	The Handloom Board has taken up with the Director-General of Shipping the question of affording direct shipping facilities from Madras to Bang-Kok, Saigon and Hong Kong.
8 It is our suggestion that handlooms should be clearly specified as a distinct item in the schedule of commodities in trade agreements that are entered into with other countries.	The recommendation has been noted.
9 Some of the countries like Japan, while manufacturing fabrics like lungies in imitation of Madras lungies, are also printing on the fabrics a legend like "Made in India". This is a matter for the Government of India to consider and to take up with the G.A.T.T.	This is under examination.
10 There should be a Handloom Depot at Penang. A section for Handlooms may be included with advantage in show room of the Indian Textile Promotion Council in Rangoon. This matter may be taken up with the Government of India.	The All-India Co-operative Fabrics Marketing Society has been requested to consider the question of opening a depot at Penang. That society will also explore the possibility of including a section for handloom fabrics in the show-room of the Cotton Textiles Export Promotion Council in Rangoon.
11 A latest screen printing plant is another necessity to push the sales of handloom fabrics in overseas countries.	As there is enough capacity for screen printing in the country it is not necessary to have additional capacity for this purpose.